

CLAIMS

1. – 46. (Previously Canceled)

47. (Currently Amended) A user interface unit comprising:

a processor;

an electronic programming guide (EPG) executing on the processor to:

organize programming information, including correlating Internet universal resource locators (URLs) with particular programs in the EPG, the URLs identifying target resources that contain supplemental information related to the particular programs; and

enable a user of the user interface to enter additional URLs identifying target resources that contain supplemental information related to the particular program, wherein the user associates the user entered additional URLs identifying target resources with a particular program or channel in the EPG, wherein the associated additional URLs are prioritized and displayed within an EPG Field associated with the particular program within the EPG, wherein prioritizing the associated additional URLs comprises monitoring the user's usage pattern of the associated additional URLs; and

the processor being programmed to search the EPG and identify the particular programs having correlated URLs as interactive programs.

48. (Original) A user interface unit as recited in claim 47, further comprising a visual display, the processor being programmed to compile a list of the interactive programs and present the list of interactive programs on the visual display.

49. (Currently Amended) A tangible computer-readable medium encoded with computer-executable instructions configured for:

designating data fields in an electronic programming guide (EPG) to hold programming information;

dedicating one of the data fields as a supplemental content field;

entering a plurality target specification specifications into the supplemental content field to correlate supplemental content with a program, the target specification identifying a location for the supplemental content, wherein the entering a target specification into the supplemental content field comprises receiving the target specification from a viewer accessing an EPG user interface (UI) supported by the EPG, wherein the plurality of target specifications is prioritized and displayed within a supplemental content field associated with the program within the EPG, wherein prioritizing the plurality of target specifications comprises monitoring the viewer's usage pattern of the target specification;

associating, by the viewer, the target specification identifying a location for the supplemental content with a particular program or channel in the EPG;

compiling a list of interactive programs, wherein each interactive program in the list is a program having an associated target specification; and

presenting the list of interactive programs through the EPG user interface (UI) supported by the EPG.

50. (Previously Canceled)

51. (Canceled)

52. (Previously Presented) A tangible computer-readable medium encoded with computer-executable instructions as recited in claim 49, wherein the compiling comprises searching the EPG for interactive programs.

53. (Previously Presented) A tangible computer-readable medium encoded with computer-executable instructions as recited in claim 49, wherein the target specification is selected from the group comprising:

- a memory pointer;
- a hyperlink; and
- a universal resource locator (URL).

54. (Currently Amended) In a system having an electronic programming guide (EPG), a method comprising:

correlating user entered hyperlinks with corresponding programming information in the EPG, wherein the user enters the hyperlinks through an EPG user

interface (UI) supported by the EPG and associates the hyperlink with a particular program or channel in the EPG, wherein the entered hyperlinks are displayed within an EPG Field associated with the particular program or channel within the EPG, wherein prioritizing the entered hyperlinks comprises monitoring the user's usage pattern of the hyperlinks; and

searching the EPG to identify interactive programs within the programming information that have correlated hyperlinks.